

Lean Canvas for Tiempo App/Web

Lean Canvas			Your Name Jamazeya Taylor	
Problem Top 3 problems 1. Not knowing how much time you have left/forgetting. 2. Losing tickets/ not being able to pay on time or extend time. 3. Not knowing if parking is available. Existing Alternative: Spot hero Parkmobile Parkwhiz	Solution 1.solving problem with ap to keep track of time 2. No more physical ticket (everything in one place 3.app will let you know how many spots are available.	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention Other alternatives are for university garages. Not suited for students who drive to campus. -Bulky aesthetics Tiempo will be efficient, clean, no more worrying or stressing. And aesthetically pleasing.	Unfair Advantage User-friendly -Not bulky looking Or clashing colors -Efficient	Customer Segments: Students who park on campus, visitors who want to park on campus Target customers: people who use on-campus parking garages. Early Adopters: students who drive/ parents/ visitors who park on campus garages.
	Key Metrics Key activities you measure 1.how many spots are available 2.check time and extend if needed 3.check time and pay.		Channels Path to customers Mobile app.	
Cost Structure Free with the ability to unlock more services for a one time payment of \$5.00 Basic includes: time tracker, time extension, payment plus= parking spots, vehicle tracker.			Revenue Streams Ads. in banner maybe? Revenue from partner universities to be able to use the app at their parking garages.	

Problem Statement

Students and visitors who drive to a university need an efficient way of finding parking in the parking garages provided on a campus, keeping track of their park time, and a hassle-free way of paying for their time tickets. In this example I will be using Texas State University.

Market Analysis

I am targeting my audience at anyone who uses on campus parking garages specifically students and visitors. Through personal experience and feedback from my fellow students, people have dealt with the struggles of finding available parking in parking garages and when they do find parking, it's a hassle to keep up with your paper time ticket and make it back in time to the garage to then look for the ticket machine to pay for your ticket. Of course, one might say to have better time management but sometimes life hits you with unexpected inconveniences. What I have found to be even worse is the fact that you can be fined if you exceed your time amount you paid for if you've lost your ticket and or can't pay for it at that moment because you couldn't make it back in time and now its exceeded more than what you have planned.

Diversity and Global implications

When it comes to diversity for this app it's really available to anyone who would like to use it for campus parking garages. My target audience is students and visitors but its open to teachers and staff as well. I want to make sure the app can be used by anyone with an internet connection device no matter what brand/make of device they have. Most universities have on campus WIFI so being able to use the app freely on a device shouldn't be a problem. On a global aspect I would aim for this app to be used with any and all universities who have parking garages with an outdated system for their garages. With the app being available on any device it makes it easily accessible to everyone from anywhere if their university partners with the app developer(s). our

world as we know it is transitioning to be digital. According to a research done by Pew Research Center of internet and technology, 96% of Americans own a cellphone of some kind and three-quarters own a desktop or laptop computer. As of right now, Google play has 2.7 million apps and apple has 1.82 million apps available. This is further proof that there is really an app for everything to be more accessible and making pesky tasks less...pesky. I want to be able to add to that future and help ease the worry of parking so that people can focus on what really matter in their day to day lives.

Financial projections

The application plans to generate revenue through the partnership with universities to connect the app with garages with a 15% off commission. The garages will be generating revenue through the app itself when ppl who use it pay for their time tickets and extensions. Another way the app generates revenue is through the option to pay for more perks on the app. Perks include car finder and the option to see free spots in every parking garage the university has for a one-time payment of \$5 from the user. The app itself is free to download but we also have to make sure we are kept afloat in order to keep providing our service.

Competition

As a brand I kept up with our competitors to see how I could make this app even better for the user experience. What I noticed is that my competitors all seem to do the exact same thing you can reserve a parking spot, its efficient, and they're all kind of boring to look at and use also, none of them are targeted for universities. We get it it's a parking app but that doesn't mean it has to be boring! Of our competitors are ParkMobile, SpotHero, Parkwhiz.

Parkmobile has a rating of 4.7 out of 5 and makes it easy to pay and find parking whether you be on a street or garage from their app. They claim to help people skip the meter extend their

parking time remotely, get alerts, and find areas around their destined zip code that show available parking spots that they could potentially reserve.

SpotHero has a rating of 4.9 out of 5 and also provides the option to reserve parking, if you are a commuter, traveler, or heading to the airport. They give the option to reserve parking in different cities by choosing a date you would like to reserve your found parking, look at the rates around, and create a business profile if you are parking for work.

ParkWhiz has a rating of 4.8 out of 5 in the app store. They claim to also let the user book their parking spot and look for rates around the area for low-cost parking. They also claimed that they have contracted with garages and lots across America for insider pricing.

By watching our competitions and studying what they provide for the users I was able to develop an app that could be better suited for students and visitors from universities across the world. I'd like to view the competition as more as inspiration and motivation to create an efficient way for people to get over the stress of finding parking.

Potential solutions

My solution to fix this problem is to create an app called Tiempo that allows students and visitors of a chosen partnered university to have remote access to parking garages on campus. To be able to get rid of the use of paper tickets, making the need of paper no more, people will no longer need to worry about losing their ticket because it'll alerted to them on the app. Be able to extend their time with a max time allowed by the garage, some garages have a base pay to be able to park in the garage up to a certain max amount of time until finally fined. This app is ultimately a way to keep track of your time you paid for in the garage without the stress/worry of getting fined because you couldn't make it to the time meter by one minute. A study done by Ohio State University's 2015 National Student Financial Wellness, found that 70% of students

reported feeling stresses about their finances and 32% of students reported neglecting their studies at least sometimes because of the money they owed. As a student myself I don't have time to think about parking finances and whether or not I'd be able to find parking to be able to attend my classes which are more important. That is why I wanted to create an app that makes parking more efficient and stress free.

Marketing strategies

A big part of my marketing strategy is public advertising. I plan to put advertising posters throughout the garages on campus, bus stops, and inside of buses.

Another strategy is through parking services. I plan to create QR code cards that students can scan and automatically download the app if they want to, this will work in partner relationship.

My digital strategy is to promote through social media platform. So, you know how some apps send out targeted ads based on location...well I plan to have targeted ads for Tiempo based on your location/university. Ads will be on Instagram and Facebook with a Facebook business page you make targeted ads. Spotify has target ads as well and with so many young adults now using Spotify as a music streaming channel it has a better reach.

Limitations

Some limitation I think I will encounter is the partnering with universities. I think many are choosing to move to a more tech future, but others are okay with their old ways. And while we are moving into a digital future it's the mentality "if it's not broken don't fix it" that will be a problem. This will most likely come from higher ups who don't have to deal with parking garages on campus because they already have reserve parking. I'm afraid it'll be seen more as a luxury than necessity for some. Another limitation is the reality of being world-wide as a new app. We will most likely have to start small and locally before expanding due to resources and

money. Funding is another limitation starting up, many universities may not want to partner at first and some people may be hesitant, but I feel with good marketing strategies and happy users the app can overcome that limitation.

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